

VIRGINIA SLIMS 93/94

VIRGINIA SLIMS
1993 VS. 1994 MARKETS COMPARISON

MARKET	Mar-93 %US POP	1994	
		MARKET	%US POP
ATLANTA	1.55	ATLANTA	1.55
BALTIMORE	1.42	BOSTON	2.3
BIRMINGHAM	0.97	CHICAGO	3.27
CHARLOTTE	1.31	DALLAS	2.01
CHICAGO	3.27	HOUSTON	1.73
COLUMBIA	1.02	LOS ANGELES	5.56
DALLAS/FT. W.	2.01	MIAMI	1.32
DETROIT	1.89	NEW YORK	7.32
GRAND RAPIDS	1.02	PHILADELPHIA	2.72
GREENVILLE	0.66	SAN DIEGO	1.45
HOUSTON	1.73	WASHINGTON	3
JACKSONVILLE	0.94		
LAKE CHARLES	0.3		
LOS ANGELES	5.56		
LOUISVILLE	1.2		
MIAMI	1.32		
NASHVILLE	0.8		
NEW ORLEANS	1.06		
NEW YORK	7.32		
PENSACOLA	0.94		
PHILADELPHIA	2.72		
RICHMOND	1.98		
SAN FRANCISCO	2.78		
ST. LOUIS	1.35		
TAMPA	1.54		
WASHINGTON	2.03		
TOTAL % POP	48.69		32.23
COST	2356.3		1504
\$/%HH'S	\$48.39		\$46.66
% DIFFERENCE			4%

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